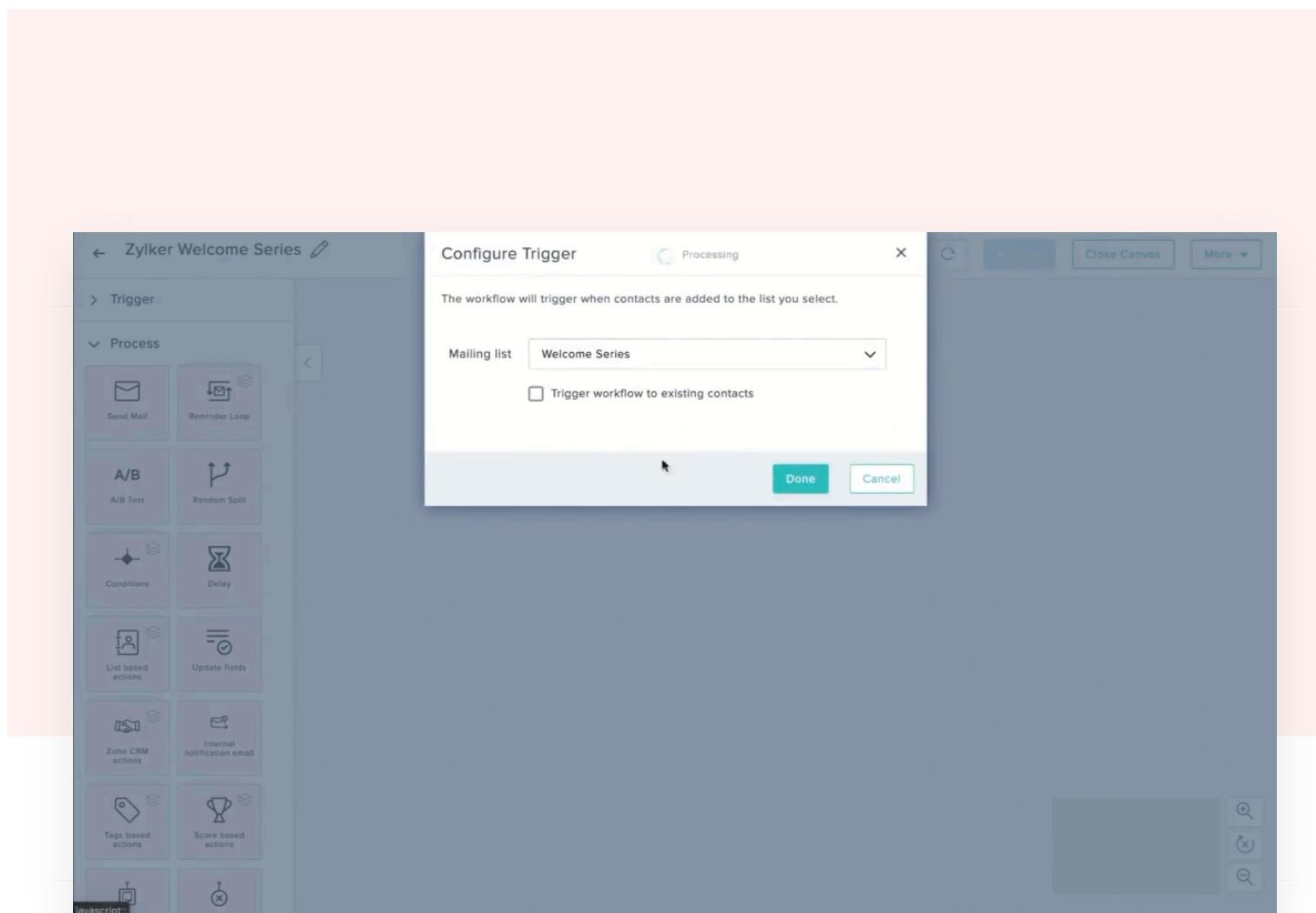


Exhibit 4

Email workflow automation to personalize customer engagement

From welcoming your contacts to engaging them through your journey, creating a good brand impression is only possible with the right plan. Email workflows from Zoho Campaigns help you customize strategies that work well for all your email marketing scenarios. Just pick your strategy, set up a workflow, and activate it, and let our workflows do the rest!

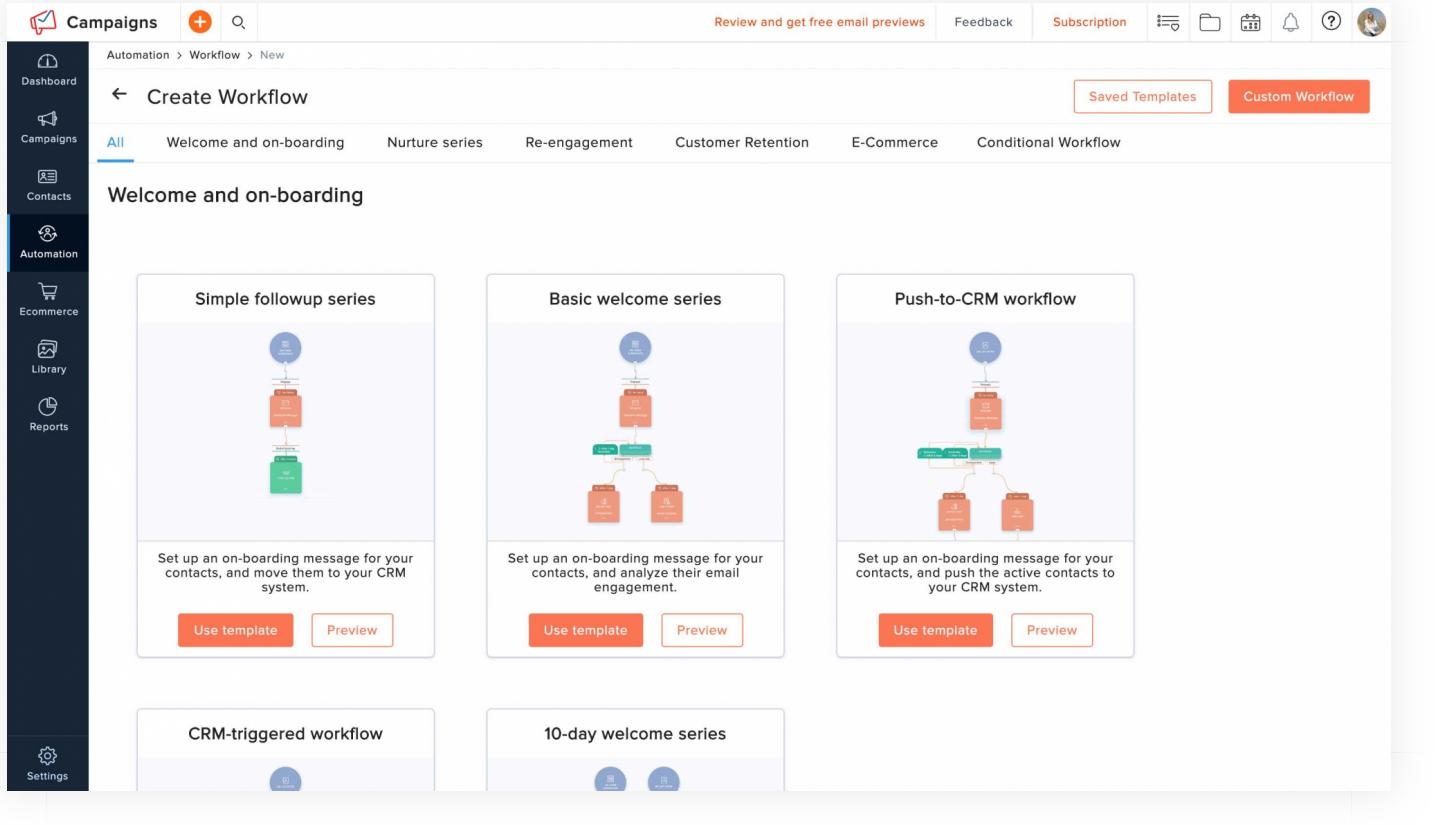
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Simplify your email marketing with pre-built workflow templates

Wondering how to lay out the perfect engagement plan for your business? Zoho Campaigns' pre-designed email workflow templates make the task easier than ever. From user onboarding to follow-up emails and re-engagement campaigns,

everything you need is at the tip of your fingers.



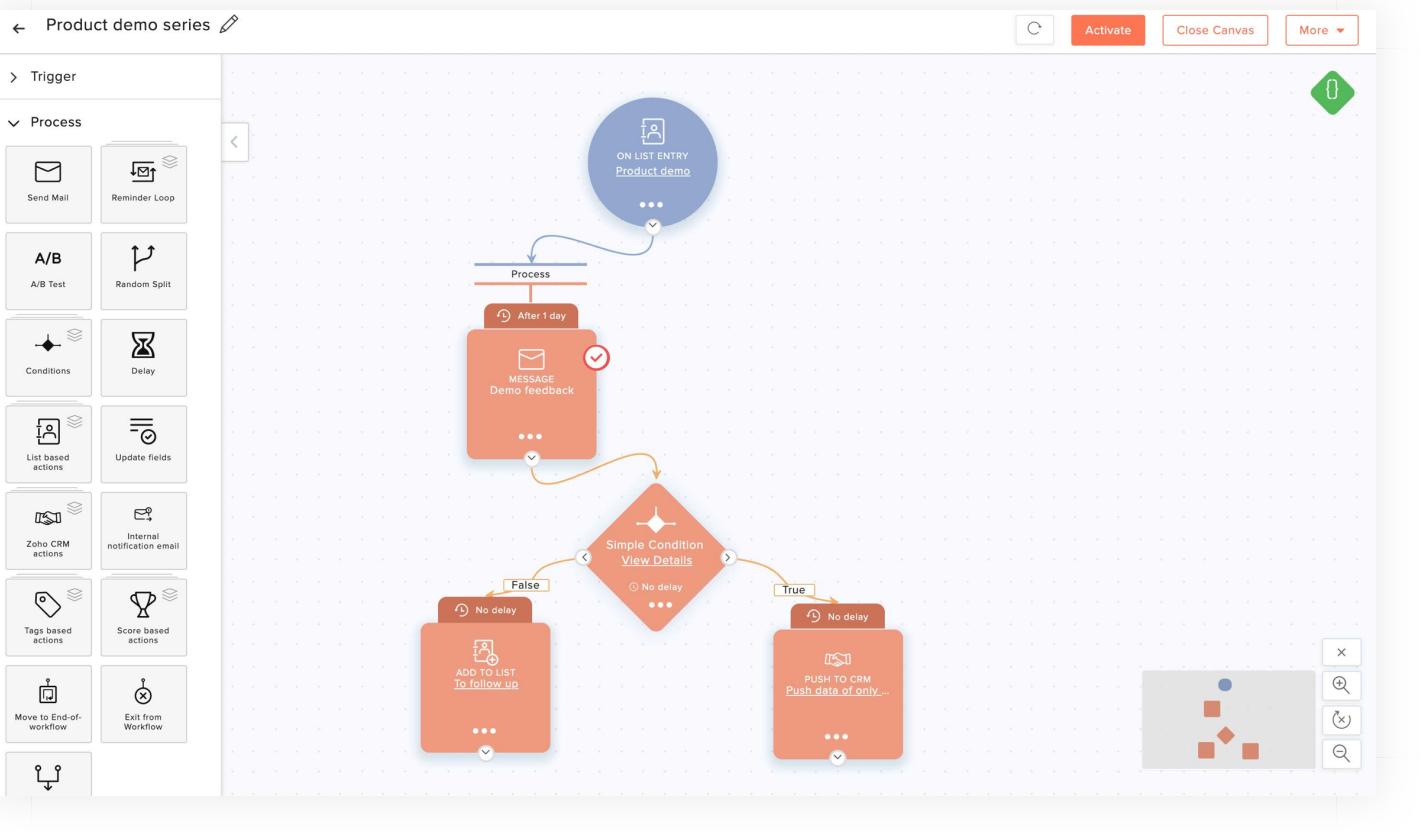
The screenshot shows the Zoho Campaigns interface for creating a new workflow. The left sidebar includes links for Dashboard, Campaigns, Contacts, Automation, E-commerce, Library, Reports, and Settings. The main header has tabs for Automation > Workflow > New, Review and get free email previews, Feedback, Subscription, and various icons. Below the header, a breadcrumb navigation shows 'Create Workflow' with buttons for 'Saved Templates' and 'Custom Workflow'. A navigation bar below the breadcrumb includes tabs for All, Welcome and on-boarding, Nurture series, Re-engagement, Customer Retention, E-Commerce, and Conditional Workflow. The main content area is titled 'Welcome and on-boarding' and displays five workflow templates:

- Simple followup series**: Set up an on-boarding message for your contacts, and move them to your CRM system. Includes a flowchart with a trigger, an email step, and a CRM step. Buttons: Use template, Preview.
- Basic welcome series**: Set up an on-boarding message for your contacts, and analyze their email engagement. Includes a flowchart with a trigger, an email step, and two analysis steps. Buttons: Use template, Preview.
- Push-to-CRM workflow**: Set up an on-boarding message for your contacts, and push the active contacts to your CRM system. Includes a flowchart with a trigger, an email step, and a CRM step. Buttons: Use template, Preview.
- CRM-triggered workflow**: A single step showing a trigger icon.
- 10-day welcome series**: A single step showing a trigger icon.

Tailor your email workflow with our drag-

and-drop builder

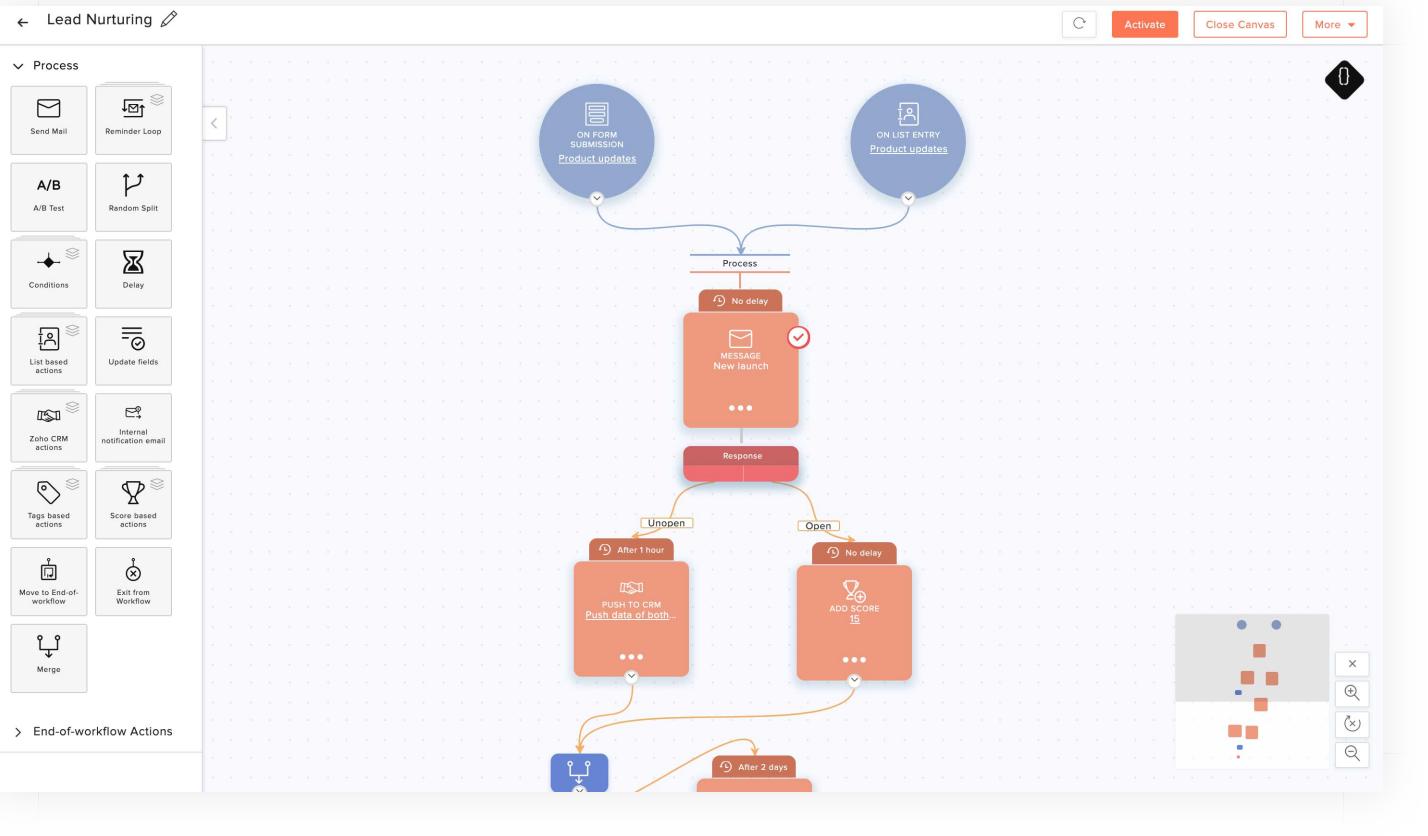
Want to draw different paths for your workflow for varied user behaviors? You can always customize it using the drag-and-drop builder. Add actions and emails, define how and when a contact should enter and leave your workflow, and more.



Nurture your contacts with relevant

information

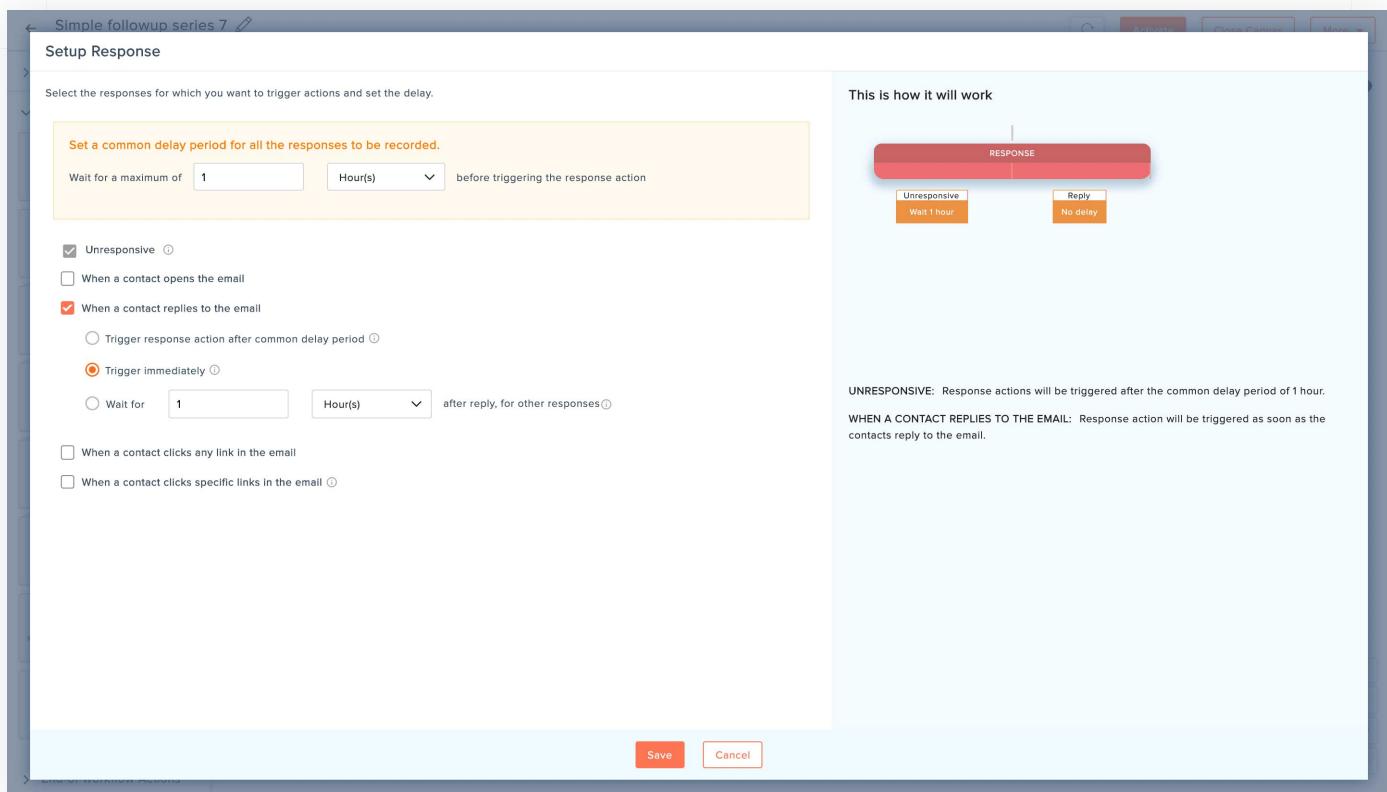
Give your contacts the information they want during each stage of the sales funnel. Design your email marketing workflow with elements that let you filter and send emails to your subscribers, assign scores, and more based on their previous interactions. You can also push the data to your CRM software to keep your sales team informed about a contact's progress.



Customize your workflow based on recipient

responses

Learn how contacts engage with your emails and cater to them based on their interests and behaviors. The Reply Tracking feature from Zoho Campaigns lets you track your campaign recipients' responses and draw unique workflow paths to those who reply to emails. Run targeted workflow actions such as adding them to a different mailing list, sending them a personalized email series, assigning scores, and more.

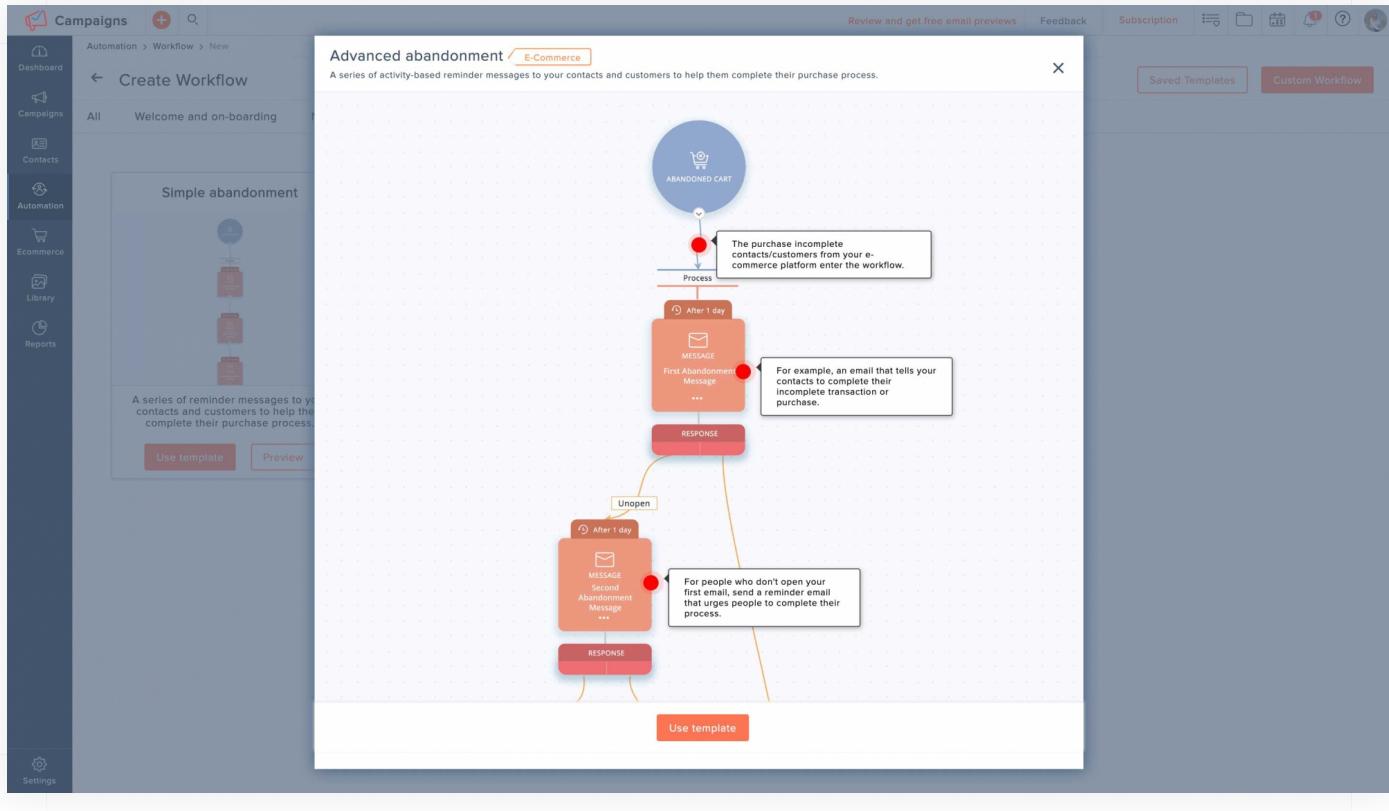


The screenshot shows the 'Setup Response' page for a workflow series. On the left, under 'Set a common delay period for all the responses to be recorded.', a 'Wait for a maximum of' field is set to '1 Hour(s)'. Below this, under 'When a contact replies to the email', the 'Trigger immediately' option is selected. A note indicates that response actions will be triggered after a common delay period of 1 hour. On the right, a diagram titled 'This is how it will work' shows a 'RESPONSE' box branching into 'Unresponsive' (with a 'Wait 1 hour' box) and 'Reply' (with a 'No delay' box).

Workflows designed for your ecommerce

store

Connect your Shopify, WooCommerce, BigCommerce, and Zoho Commerce store with Zoho Campaigns to automate email communication with your store audience based on their shopping behavior.



Purchase follow-ups

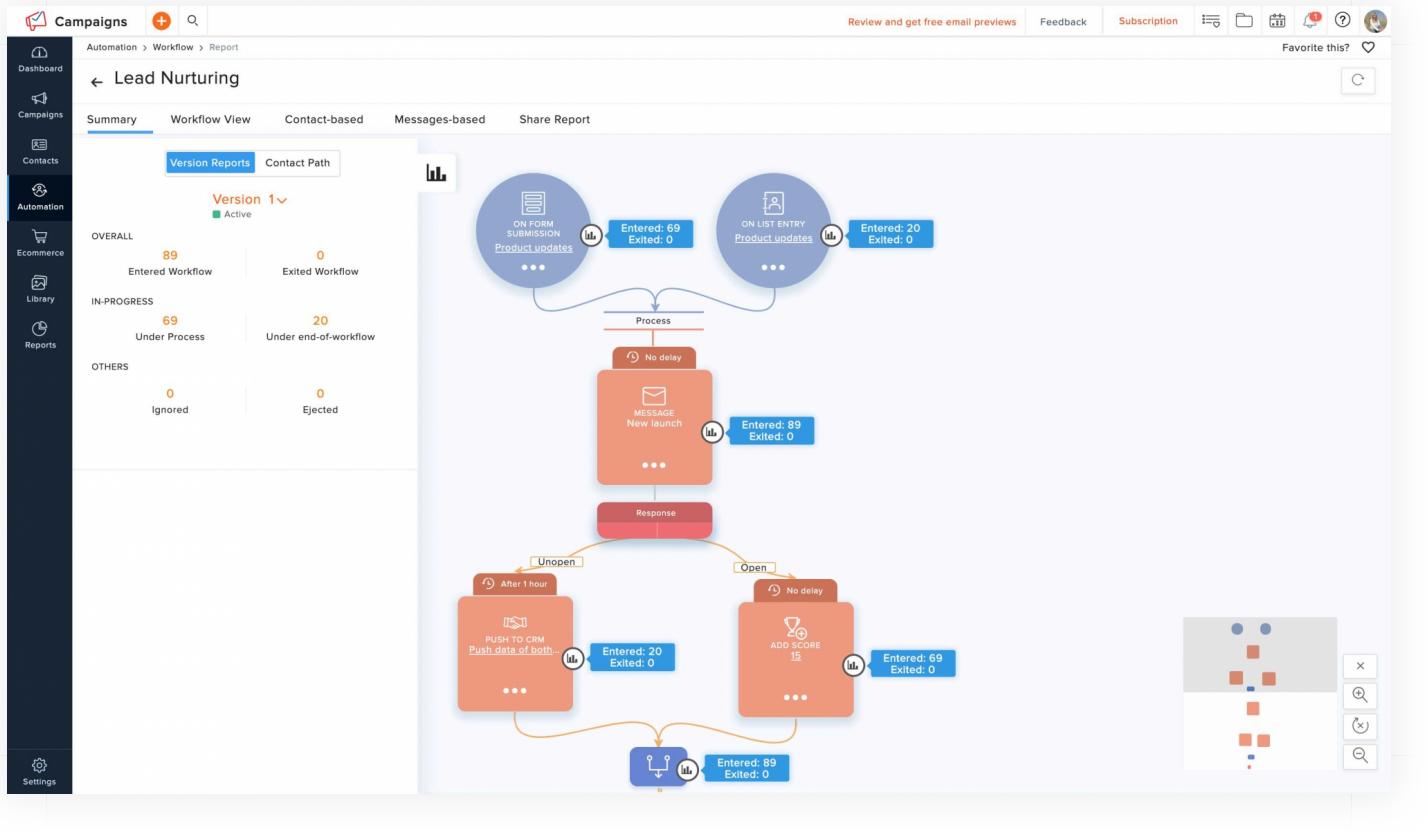
By integrating your ecommerce store with Zoho Campaigns, you can set up follow-up emails for your contacts that are informed by their previous purchases. Send them relevant products, seasonal sale emails, special coupons, and discounts, and maintain customer relationships by keeping them coming back to you for more.

Cart abandonment follow-ups

The tight integration between the two platforms connects your cart directly with Zoho Campaigns and pulls in your product specifications like name, description, price, image, and more. This helps you automate your cart abandonment emails to your contacts and boost your revenue to a larger scale, especially during the holiday season.

Understand your email marketing strategy's performance

Put your email marketing workflow into action and analyze your strategy's success with regular reports. Get insights about the number of contacts that entered your workflow, and their path and progress in the workflow so you can optimize your engagement better.



Marketing automation software that delivers results.

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Whys and hows of automated email series

[Learn more](#)

[Email workflows](#)

Seven must-use email workflows for marketers

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